WE ARE

FRESH SEED

PEOPLE AND CULTURE SPECIALISTS TO THE CREATIVE SECTOR

WE BELIEVE CULTURE IS THE KEY TO SUCCESS

Rules for today

- Interact if you wish.

- If you do wish to interact, I'll invite everyone to join in on the chat by using the emojis or commenting.

- If you wish to ask a question and you don't want others to see who has asked the question please message one of the hosts directly.

- If you find this session overwhelming, then feel free to watch the recording later, and ask your questions directly to us after you've watched it - you'll see our details at the end of this slide deck.

Why embrace neurodiversity in your business?

Credit @timmarshall

Poll

Q: "How many of you understand how to support a neurodiverse colleague."

Neurodiverse conditions explained…

Common myths

- Autism and ADHD only affects males.

- People with neurodiversity don't communicate at all.

- People with neurodiversity are a headache to manage.

- It's all about reading and words.

- All neurodiverse are quiet and anti-social.

Credit @actionvance

Facts

- Individuals can have more than one neurodiverse condition.

- Neurodiversity doesn't automatically mean mental health illness too.

- Reasonable adjustments should be individual but where they don't know enable them to work with you to find ways to help.

- Neurodiverse people communicate best in a variety of ways, explore with them their best route and you'll help them thrive.

- A very small number of adults with autism are in employment.

What are the benefits of being inclusive?

- Helps with your recruitment & retention and those talent wars!

- Reaches audiences you may not be reaching.

- Creates a diverse organisation.

- Improves skills shortages.

- You'll improve your productivity & output.

Credit @jontyson

Hidden in plain sight

- Have you seen?
    - Sickness absence rates increase after get togethers?
    - Emergency leave used when there's been a noisy/busy day
    - Poor communication from some team members
    - Reluctance to join face to face activities….
    - Complaints about the small stuff?

Common problems HR sees.

- Ignoring interteam issues and challenges.

- Not knowing your rules & how you can adapt them.

- Forgetting to communicate the non verbal things.

  - You may need to use multiple communication channels.

- Being afraid to ask questions & understand individual needs.

- Being prepared to challenge mindsets across the business.

What does inclusion look like for neurodiverse people?

- Communication is key!

- Be prepared to adapt.

- Understanding across the business the quiet doesn't equal rude.

- Be flexible about more than just your hours...

- A well explained recruitment process.

Credit @jontyson

What strengths are there in ND?

- Detail
- Creativity
- Seeing things you don't
- Listening
- Compassion

"Some guy with high-functioning Asperger's developed the first stone spear; it wasn't developed by the social ones yakking around the campfire"

Temple Grandin - Author, scientist, autistic

Our top tips

- **Make your recruitment accessible.** From job ads to explaining what the process will involve.

- **Explain the non verbal.** From how long you talk about the weekend to expectations around work, don't leave the unspoken unsaid.

- **Give your line/production managers the skills to have good conversations & the skills to understand inclusion.** Line manager capability is the biggest barrier to successful inclusion.

- **Analyse your policies and processes**. Are there barriers to promotion for people with neurodiversity (and other protected characteristics?)

Our mission

- To help you create inclusive businesses.

- Understand all aspects of ED&I & how they apply to you.

- Provide you with the knowledge you need to thrive.

- Show you the multiple positives to having an inclusive place to work.

- To help the industry grow stronger, through learning and sector focused support in all things culture.

THANK YOU

GET IN TOUCH WITH US

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